

PUBLIC NOTICE

Community Branding Workshop

September 26, 2016, 6:00 PM

Westmont Village Hall - 31 West Quincy, Westmont, Illinois 60559

AGENDA

- 1. Call To Order**
- 2. Pledge Of Allegiance**
- 3. Introductions**
- 4. New Business**
 - a. Community Branding**
 - i. Define**
 1. What is it?
 2. Examples
 3. Goals
 - ii. Review**
 1. Community Branding Surveys
 - iii. Identify & Prioritize**
 1. Community Strengths
 2. Community Areas For Improvement
 3. Themes/Logos/Colors
 - iv. Recruit**
 1. Branding/Communications Sub-Committee
 2. Community Focus Group
- 5. Miscellaneous**
- 6. Adjourn**